

AFTER ACTION REPORT

TO: Patrick Lawton, City Administrator

FROM: G. Andrew Pouncey, Director of Economic & Community Development

DATE: July 27, 2012

RE: After Action Report (AAR) of meeting (July 23, 2012) for Small Area Economic Development Plan at City's West Gateway

- Purpose

- What did we set out to do? The purpose of this meeting was to introduce the idea of designing a Small Area Economic Development Plan for the City's West Gateway to the affected property owners. The West Gateway represents the properties between Poplar and Poplar Pike from the Gill Property east of Nottoway PUD on the east to John Walker's property abutting the City's boundary on the west.
- What was supposed to happen? We began a dialogue amongst the property owners to familiarize them with the idea of a Small Area Plan associated with the City's Economic Development Strategy, currently in process.
- Is there a process or procedure in place for this activity? Yes. Citizen participation via stakeholders, has always been a strong component of engaging affected property owners.

- Executive Summary

- What actually happened? All the property owners in this designated area were contacted and invited to attend a meeting on July 23, 2012 at the office of Economic & Community Development. We proceeded to make them aware of the Economic Development Strategy currently being developed by Rose & Associates and the call to begin a dialogue on Small Area Economic Development Plans, beginning at the West Gateway. Given the interest of multiple owners to redevelop, Kathleen Rose suggested that they collaborate – with the city – in public/private partnership, by contributing (either cash or in-kind by offering their planning consultants) in the design of a Small Area Plan.
- What worked well that needs to be sustained? The dialogue between owners and staff.
- What did not work well and needs to be changed? All worked well.

- Lessons Learned
 - What can we do better next time? Ensure that all owners (7) are present (we had two missing)
- Action Items
 - Develop a list of the actions to fix specific needs. Focus on good communication. We provided all property owners all with names and numbers of the property owners and staff involved.
 - Time Lines and Responsibilities. The first challenge will be to get all the property owners to come to some consensus around a rough sketch concept plan (uses/density), hopefully by the end of August when Kathleen returns. Then the conversation will begin with elected officials. Kathleen has urged us to observe caution and not move so fast as to get ahead of the strategic plan. The political support for the Strategic Plan should be the first priority...and a small area plan (at this and/or other “nodes”) could be among the first implementation pieces to the overall economic development strategy plan.